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**FACTORS AFFECTING WORK LIFE  
BALANCE AMONG GENERATION Y  
EMPLOYEES OF TOBACCO COMPANIES IN  
KUALA LUMPUR**

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RAMASAMY**

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IN KUALA LUMPUR**



**UUM**  
Universiti Utara Malaysia

**MASTER OF SCIENCE (MANAGEMENT)  
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**FACTORS AFFECTING WORK LIFE BALANCE AMONG GENERATION Y  
EMPLOYEES OF TOBACCO COMPANIES IN KUALA LUMPUR**



**By**  
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**UUM**  
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**Thesis Submitted to  
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In Partial Fulfillment of the Requirement for the Master of Science (Management)**



**Pusat Pengajian Pengurusan  
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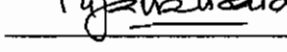
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## ABSTRACT

This study was conducted to find out the factors that affect work life balance among Generation Y employees of tobacco companies and used quantitative method to determine the relationship between independent variables which is personality, family demand and technology and dependent variable being work life balance. Through this study, employers can identify the factors which affect work life balance and they can think about how to minimize the negative impact and promote work life balance among Generation Y employees in order to reduce absenteeism, reduce high turnover and increase employee job performance. On the other hand, employees should understand what affects their work life balance and learn how to management their role accordingly. This study involved 114 respondents from accounting and finance department from tobacco companies. Researcher has distributed 152 sets of questionnaires to respondents but only received 114 complete questionnaires. The questionnaire contains 38 items that have used five point Likert scale. Each hypothesis was tested using Statistics Package for Social Science (SPSS) version 23.0. The obtained data were analysed using descriptive and inferential analysis namely correlation and regression. Four hypotheses were formed to perform the inferential analysis to determine the relationship between independent variables and dependent variables. The results of the study showed that all three factors which is personality, family demand and technology is positively related to work life balance. However, technology is the main contributor towards work life balance among Generation Y employees. Respondents demographic details was also discussed using percentage and frequencies. In nut shell, even though Generation Y employees are labeled as digital generation, work life balance will be affected when their work and non-work responsibilities overlaps due to technology. Various recommendations for further research were also addressed.

**Keyword:** work life balance, generation y employees, family demand, technology, tobacco

## ABSTRAK

Kajian ini dijalankan untuk mengetahui faktor yang menyebabkan keseimbangan kehidupan kerja di kalangan pekerja Generasi Y yang bekerja di industri tembakau dan menggunakan kaedah kuantitatif dalam menentukan hubungan antara semua pembolehubah bebas iaitu personaliti, keperluan keluarga, teknologi dan pembolehubah bersandar Keseimbangan Hidup Bekerja. Kajian ini melibatkan 114 responden daripada jabatan perakaunan dan kewangan dari industri tembakau. 152 set borang soal selidik telah diedarkan sendiri dan melalui talian oleh penyelidik kepada responden. Dengan kajian ini, majikan boleh memahami faktor yang menyebabkan keseimbangan kehidupan kerja dan membincangkan cara-cara untuk mengurangkan kesan negative dan mengalakkan keseimbangan kehidupan kerja di kalangan pekerja Generasi Y untuk mengurangkan ketidakhadiran pekerja, mengurangkan pekerja perolehan tinggi and meningkatkan prestasi pekerja. Sebaliknya, pekerja boleh memahami faktor yang memberi kesan terhadap keseimbangan kehidupan kerja dan belajar bagaimana untuk menjalankan tanggungjawab mereka apabila tanggungjawab mereka bertindan. Daripada jumlah tersebut, hanya 114 orang yang telah memberikan kerjasama dan menjawab soal selidik tersebut dengan sempurna. Set soal selidik mengandungi 38 item yang menggunakan skala Likert lima mata. Setiap hipotesis telah diuji dengan menggunakan perisian Statistic Package for Social Science (SPSS) versi 23.0. Data yang diperolehi dianalisis dengan menggunakan analisis deskriptif dan analisis inferensi iaitu analisis korelasi dan regresi. Empat hipotesis telah dibentuk untuk analisis inferensi bagi menentukan hubungan antara pembolehubah bebas dan pembolehubah bersandar. Keputusan kajian menunjukkan bahawa ketiga-tiga faktor iaitu personaliti, keperluan keluarga, teknologi mempunyai perkaitan dengan keseimbangan kehidupan bekerja. Antara tiga faktor tersebut, teknologi ialah penyumbang tertinggi dengan keseimbangan kehidupan bekerja di kalangan pekerja Generasi Y. Latar belakang responden juga dibincangkan melalui peratusan dan frekuensi. Kesimpulannya, walaupun pekerja Generasi Y dikatakan generasi digital, keseimbangan kehidupan bekerja akan terjejas jika tanggungjawab mereka bertindan disebabkan teknologi. Cadangan untuk kajian lanjutan turut dikemukakan.

**Kata Kunci:** keseimbangan kehidupan bekerja, pekerja generasi Y, permintaan keluarga, teknologi, tembakau

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## **LIST OF ABBREVIATIONS**

**BAT** British American Tobacco

**JTI** Japan Tobacco International

**PWC** Price Waterhouse Coopers

**SPSS** Statistics Package for Social Science

**IBM** International Business Machines Corporation



# **CHAPTER ONE**

## **INTRODUCTION**

### **1.1 Background of the Study**

Originally, work was a matter of necessity and survival. However, the nature of work throughout the world has change drastically due to the changes in social demands and economic conditions. Throughout the years, the structure of the workforce has changed and the role of work has advanced. The pressures of work have been intensifying in recent decades and work is considered as a root of personal satisfaction.

Today, organizations are becoming more demanding in regards of deadlines and results. Due to very high competition, organizations are focusing and stressing on their demands in the business world. In addition to this, all organizations are basically profit driven entities. Due to this, organizations barely bothered or least concerned about their employees' personal life and work satisfaction issues. Thus, it creates work life imbalance (Singh, 2015).

Work life balance is a theory that supports the employees who struggles to allocate their time and energy between other important aspects of their lives and work. Professional and personal are the two different set of role and demand which an individual has to play. Therefore, employees are finding it difficult to balance time between family, social activity participation, friends and other personal activities, apart from the demands that they get from the workplace. Many problems are faced by individual, family, organization and society when such role demands overlaps. An employee can attain both personal and professional goals if there is a good balance in work and life.



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## APPENDIX

### A STUDY ON EVALUATING THE FACTORS AFFECTING WORK LIFE BALANCE AMONG GENERATION Y EMPLOYEES OF TOBACCO COMPANIES IN KUALA LUMPUR.

**Dear Participant,**

Please assist us to answer this questionnaire on which factors affect work life balance factors among generation Y employees of Tobacco companies. The full questionnaire should take approximately twenty minutes to complete. Your participation is voluntary and entirely confidential. No personal data will be collected and the final findings of the research will be included in my thesis.

#### Section A

**(Please tick the appropriate boxes and add your comments where relevant)**

What is your gender? ☐ Female ☐ Male

What is birth year? \_\_\_\_\_ year

What is your marital status? ☐ Single ☐ Married ☐ Others (please specify: \_\_)

How Many dependents do you have? \_\_\_\_\_ pax

Are you : ☐ Working ☐ Studying ☐ Both

Average hours spent at work in a week? ☐ 40-50 ☐ > 60-70 ☐ 80-90 ☐ >90

How long have you been working in your current organization?

☐ 0-2 years ☐ 3-5 years ☐ > 6 years

Is this your first Job? ☐ Yes ☐ No (please specify: \_\_\_\_\_)

Which of the following devices do you currently have access to? (Please select all that apply)

☐ Company mobile phone

☐ Laptop

☐ WIFI access at home or other place

☐ Remote access to Company network

Other (please specify \_\_\_\_\_)

## Section B

### Work Life Balance

(Please check the box that most closely resembles your answer)

STATEMENT	Agree strongly	Agree	Neutral	Disagree	Disagree strongly
1. Work-life balance policies are implemented in my organization (such as flexi-hours, work from home, compressed work week, telecommuting).					
2. Do you think an organization is able to retain its employees by effective work life balance policy?					
3. Work-life balance can be said to be a person's ability to combine the multiple roles in his or her life.					
4. Work life balance policies are being practiced in my organization.					
5. Policy for work Life Balance helps in increasing satisfaction.					
6. Work-life balance policies in my organization help me improve my performance.					
7. You have attain work life balance in your current company?					
8. Are you willing to stay in an organization which does not support work life balance policy?					

## Section C

### Work life Balance Factors

(Please check the box that most closely resembles your answer)

PERSONALITY					
STATEMENT	Agree strongly	Agree	Neutral	Disagree	Disagree strongly
1. I struggle with trying to juggle both my work and non-work responsibilities.					
2. I feel overwhelmed when I try to balance my work and personal life.					
3. I am unable to relax at home because I am pre-occupied with work.					
4. I am happy with the amount of time I spend doing activities not related to work.					
5. I have to put aspects of my personal life "on hold" because of my work.					
6. I am able to accomplish what I would like in both my personal and work lives.					
7. My health suffers because of my work.					
8. I feel that I allocate appropriate amount of time to both work and non-work activities.					
9. I come home from work and too tired to do things I would like to do (eg. hobbies).					
10. I have to miss out on important activities due to the amount of time I spend doing work.					

FAMILY DEMAND					
STATEMENT	Agree strongly	Agree	Neutral	Disagree	Disagree strongly
1. The demands of my work interfere with my home and family life.					
2. In most ways my family-life is close to my ideal.					
3. So far I have got the important things I want in my family-life.					
4. My family and friends struggle with the amount of time I spend working.					
5. If I had to go out of town for my job, my family would have a hard time managing household responsibilities.					
6. Things I want to do at home do not get done because of the demands my job puts on me.					
7. Due to work-related duties, I have to make changes to my plans for family activities.					
8. I have to miss personal activities due to the amount of time I must spend on work responsibilities.					
9. Because I am often stressed from personal responsibilities, I have a hard time concentrating on my work.					
10. Tension and anxiety from my personal life often weakens my ability to do my job.					

TECHNOLOGY					
STATEMENT	Agree strongly	Agree	Neutral	Disagree	Disagree strongly
1. I can control how often I use my phone or laptop, during my personal time for work.					
2. I am happy with how much I use my phone or laptop for work during my personal time for work purpose.					
3. I feel that using my phone or laptop for work purpose during my personal time is beneficial to all areas of my life.					
4. I feel using my phone or laptop for work invades my personal life.					
5. My personal time is regularly interrupted by work activities because of my phone or laptop.					
6. I wish my phone or laptop did not have to be used for work during my personal time.					
7. I wish I do not have remote access to company network.					
8. My organization expect me to work outside of office hour.					
9. My work team expects me to work outside of office hours.					
10. It is a part of my work team's culture to be accessible for work at anytime / anywhere.					

THANK YOU FOR YOUR PARTICIPATION